

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u>	<u>Alt Order #</u>
572709 /	09710606
<u>Product</u>	
NRSC 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
10/03/12 - 10/09/12	
<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Senate Committee	09/04/12 / 09/04/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WITI	Trevor Heaton
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8201	6087
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
N 1 6		10/03/12	10/09/12	M-F 6a-630a	6a-630a		:30			NM	2 \$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				2	\$550.00		
N 2 6		10/03/12	10/09/12	M-F 630a-7a	630a-7a		:30			NM	3 \$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				3	\$550.00		
N 3 6		10/03/12	10/09/12	M-F 7a-730a	7a-730a		:30			NM	3 \$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				3	\$650.00		
N 4 6		10/03/12	10/09/12	M-F 730a-8a	730a-8a		:30			NM	2 \$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				2	\$650.00		
N 5 6		10/03/12	10/09/12	M-F 8a-830a	8a-830a		:30			NM	3 \$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				3	\$550.00		
N 6 6		10/03/12	10/09/12	M-F 830a-9a	830a-9a		:30			NM	2 \$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				2	\$550.00		
N 7 6		10/03/12	10/09/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2 \$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				2	\$315.00		
N 8 6		10/03/12	10/09/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3 \$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				3	\$315.00		
N 9 6		10/03/12	10/09/12	M-F 1p-2p	1p-2p		:30			NM	5 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				5	\$150.00		
N 10 6		10/03/12	10/09/12	M-F 3p-4p	3p-4p		:30			NM	5 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				5	\$200.00		
N 11 6		10/03/12	10/09/12	M-F 4p-430p	4p-430p		:30			NM	4 \$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/03/12	10/09/12	MTWTF--				4	\$335.00		

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572709 /	09710606

Contract Dates	Product	Estimate #
10/03/12 - 10/09/12	NRSC 2012	

Advertiser	Original Date / Revision
National Republican Sen.	09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Spots	Amount
N 12 6		10/03/12	10/09/12	M-F 430p-5p	430p-5p		:30			NM	2 \$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				2	\$335.00		
N 13 6		10/03/12	10/09/12	M-F 5p-530p	5p-530p		:30			NM	5 \$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				5	\$435.00		
N 14 6		10/03/12	10/09/12	M-F 530p-6p	530p-6p		:30			NM	5 \$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				5	\$435.00		
N 15 6		10/03/12	10/09/12	M-F 6p-630p	6p-630p		:30			NM	5 \$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				5	\$500.00		
N 16 6		10/03/12	10/09/12	M-F 630p-7p	630p-7p		:30			NM	5 \$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				5	\$500.00		
N 17 6		10/03/12	10/09/12	M-F 9-930p	9p-930p		:30			NM	3 \$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				3	\$1,100.00		
N 18 6		10/03/12	10/09/12	M-F 930-10p	930p-10p		:30			NM	2 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				2	\$1,000.00		
N 19 6		10/03/12	10/09/12	M-F 10p-1035p	10p-1035p		:30			NM	3 \$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				3	\$1,000.00		
N 20 6		10/03/12	10/09/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5 \$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/03/12	10/09/12	MTWTF--				5	\$225.00		
N 21 6		10/06/12	10/06/12	Sa 7a-9a	7a-9a		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/01/12	10/07/12	-----S-				1	\$450.00		
N 22 6		10/06/12	10/06/12	College Football on	various		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/01/12	10/07/12	-----S-				1	\$2,000.00		
N 23 6		10/06/12	10/06/12	Sa 930p-10p	930p-10p		:30			NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/01/12	10/07/12	-----S-				1	\$1,000.00		
N 24 6		10/07/12	10/07/12	Su 7a-9a	7a-9a		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/01/12	10/07/12	-----S				1	\$450.00		
N 25 6		10/07/12	10/07/12	FOX News Sunday	9a-10a		:30			NM	1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/01/12	10/07/12	-----S				1	\$250.00		
N 26 6		10/07/12	10/07/12	NFL on FOX Pregame	various		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/01/12	10/07/12	-----S				1	\$2,000.00		
N 27 6		10/07/12	10/07/12	GB Packers Football	various		:30			NM	1 \$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/01/12	10/07/12	-----S				1	\$19,000.00		
N 28 6		10/07/12	10/07/12	Su 5p News	5-6p		:30			NM	1 \$600.00

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Advertiser National Republican Sen:		Original Date / Revision 09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							Amount
		Week: 10/01/12	10/07/12	-----S				1	\$600.00		
N 29	6	10/07/12	10/07/12	Su 930p-10p			:30			NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	-----S				1	\$1,000.00		
N 30	6	10/07/12	10/07/12	Su 10p-1035p			:30			NM	1 \$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/01/12	10/07/12	-----S				1	\$1,400.00		
										Totals	79 \$61,010.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	79	\$61,010.00	\$51,858.50
Totals	79	\$61,010.00	\$51,858.50

Signature: _____ **Date:** _____

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